CLAIMS

We claim:

1. A method of diminishing viral infection comprising the step of delivering an effective amount of an inhibitor of a viral looping/linking factor to an infected patients wherein the viral looping/linking factor is derived from the same virus as the infecting virus.

2. The method of claim 1 wherein the inhibitor is a peptide.

3. The method of claim 2 wherein the peptide comprises residues selected from the group consisting of EBNA1 residues 40-89 and 331-391.

4. The method of claim 3 wherein the peptide comprises residues selected from the group consisting of EBNA1 residues 54-89, 331-361 and 372-391.

5. The method of claim 1 wherein the inhibitor is selected from the group consisting of peptidomimetics.

6. The method of claim 1 wherein the viral infection is Epstein Barr Virus infection.

7. The method of claim 1 wherein the viral infection is selected from the group consisting of Epstein Barr Virus, Human Papilloma Virus, and Herpes Simplex Virus infection.

8. A method of screening viral inhibitors comprising the step of determining whether a candidate molecule inhibits protein:protein linking of a viral looping/linking factor.

9. The method of claim 7 wherein the candidate molecule is analyzed for its ability to disrupt EBNA1 linking.

10. The method of claim 7 wherein the assay is a gel shift assay.

11. The method of claim 7 wherein the assay is a promoter activation assay.

12. A method of modulating protein:protein interaction comprising the step of exposing a cellular looping/linking factor to an inhibitor.

13. An antiviral preparation comprising a viral linking/looping factor combined with a pharmaceutically acceptable carrier.

14. An antiviral preparation comprising residues selected from the group consisting of EBNA1 residues 54-89, 331-361 and 372-391 combined with a pharmaceutically acceptable carrier.

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